

## CLAIMS

What is claimed is:

1. A method for conducting analysis of consumer reaction to marketing and advertising messages and campaigns over computer networks such as the Internet, said marketing and advertising messages being delivered from a server computer to a client device via a computer network in forms such as web objects, graphic image files, audio recording files, and video segment files, said method comprising the steps of:
  - transmitting a selected advertising message to a client device for presentation to a consumer user;
  - automatically recording at least one consumer user reaction on a timed interval basis relative to the time of presentation of said selected advertising message; and
  - transmitting one or more recorded consumer user reactions to a marketing server from said client device via a computer network such that said recorded consumer user reaction may be reviewed or otherwise analyzed.
2. The method as set forth in Claim 1 wherein said step of recording at least one consumer user reaction comprises capturing a visual image of a consumer user's face from an electronic camera associated with said client device.
3. The method as set forth in Claim 2 further comprising the step of automatically analyzing said captured visual images for indications of favorable, unfavorable, and indifferent reactions to said advertising message.

4. The method as set forth in Claim 1 wherein said set of recording at least one consumer user reaction comprises capturing an audible recording from a microphone associated with said client device.
5. The method as set forth in Claim 4 further comprising the step of automatically analyzing said captured audible recordings for indications of favorable, disfavorable, and indifferent reactions to said advertising message.
6. The method as set forth in Claim 1 further comprising the step of collecting transmitted recorded consumer user reactions for a plurality of consumer users for further analysis on a group or statistical basis.
- 10 7. The method as set forth in Claim 1 further comprising the step of collecting transmitted recorded consumer user reactions for a single consumer user during a thread of browsing advertisement for further analysis of a consumer user's reaction to a series of advertisements or presentations.
- 15 8. The method as set forth in Claim 1 further comprising the step of selecting additional advertising messages for transmission to a consumer user based upon a consumer user's preferences and a consumer user's historical reaction to previous advertising messages.
9. A computer-readable medium containing program code for conducting analysis of consumer reaction to marketing and advertising messages and campaigns over computer networks such as the Internet, said marketing and advertising messages being delivered from a server computer to a client device via a computer network in forms such as web objects, graphic image files, said
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client devices being capable of executing program code, said program code when executed causing a client device to perform the steps of:

receiving an advertising message for presentation to a consumer user;

recording at least one consumer user reaction on a timed interval basis

5 relative to the time of presentation of said advertising message; and

transmitting one or more recorded consumer user reactions to a

marketing server from said client device via a computer network such that said recorded consumer user reaction may be reviewed or otherwise analyzed.

10. The computer-readable medium as set forth in Claim 9 wherein said program

10 code for recording at least one consumer user reaction comprises program code for capturing a visual image of a consumer user's face from an electronic camera associated with said client device.

11. The computer-readable medium as set forth in Claim 10 further comprising program code for automatically analyzing said captured visual images for

15 indications of favorable, disfavorable, and indifferent reactions to said advertising message.

12. The computer-readable medium as set forth in Claim 9 wherein said program

code for recording at least one consumer user reaction comprises program

code for capturing an audible recording from a microphone associated with

20 said client device.

13. A computer-readable medium containing program code for conducting analysis of consumer reaction to marketing and advertising messages and

campaigns over computer networks such as the Internet, said marketing and advertising messages being delivered from a server computer to a client device via a computer network in forms such as web objects, graphic image files, said server computer being capable of executing program code, said program code

5 when executed causing a server computer to perform the steps of:

transmitting to a client device via a computer network an advertising message for presentation to a consumer user; and

receiving from a client device via a computer network one or more recorded consumer user reactions such that said recorded consumer user

10 reaction may be reviewed, stored or otherwise analyzed.

14. The computer-readable medium as set forth in Claim 13 wherein said program code for receiving at least one consumer user reaction comprises program code for receiving a visual image of a consumer user's face from an electronic camera associated with said client device.

15 15. The computer-readable medium as set forth in Claim 14 further comprising program code for automatically analyzing said received visual images for indications of favorable, disfavorable, and indifferent reactions to said advertising message.

16. The computer-readable medium as set forth in Claim 13 wherein said program

20 code for receiving at least one consumer user reaction comprises program code for receiving an audible recording from a microphone associated with said client device.

17. The computer-readable medium as set forth in Claim 16 further comprising program code for automatically analyzing said received audible recordings for indications of favorable, disfavorable, and indifferent reactions to said advertising message.
- 5 18. The computer-readable medium as set forth in Claim 13 further comprising program code for collecting received recorded consumer user reactions for a plurality of consumer users for further analysis on a group or statistical basis.
19. The computer-readable medium as set forth in Claim 13 further comprising program code for selecting advertising messages for transmission to a
- 10 particular consumer user based upon a consumer user's preferences and a consumer user's historical reaction to previous advertising messages.
20. A system for conducting analysis of consumer reaction to marketing and advertising messages and campaigns over computer networks such as the Internet, said marketing and advertising messages being delivered from a
- 15 server computer to a client device via a computer network in forms such as web objects, graphic image files, said client device having a processor for executing program code, a network interface for communicating to a server via a computer network, at least one user output device, and at least one user input device, said system comprising:
- 20 an receiver for advertising messages from a server via a computer network through said network interface;

an advertising message presenter for presenting an advertising message;

a consumer user reaction recorder, operable on a timed interval basis relative to the time of presentation of said advertising message; and

5 a reaction transmitter for sending one or more recorded consumer user reactions to a marketing server from said client device via a computer network such that said recorded consumer user reaction may be reviewed or otherwise analyzed.

21. The system as set forth in Claim 20 wherein said recorder for a consumer user  
10 reaction comprises a visual image capturing device for recording an image of a consumer user's face from an electronic camera associated with said client device.

22. The system medium as set forth in Claim 21 further comprising an analyzer  
15 for analysis of said captured visual images for indications of favorable, disfavorable, and indifferent reactions to said advertising message.

23. The system as set forth in Claim 20 wherein said recorder for a consumer user  
reaction comprises an audible sound recorder for recording sound from a  
microphone associated with said client device.

24. A system for conducting analysis of consumer reaction to marketing and  
20 advertising messages and campaigns over computer networks such as the Internet, said marketing and advertising messages being delivered from a server computer to a client device via a computer network in forms such as

web objects, graphic image files, said server computer having a processor for executing program code, a network interface for communicating to a client device via a computer network, said system comprising:

- 5           an transmitter for sending advertising messages from a server to a client device via a computer network through said network interface;
- a consumer reaction recording receiver for receiving one or more recorded consumer user reactions from a client device via a computer network such that said recorded consumer user reaction may be reviewed, stored or otherwise analyzed.

- 10   25.   The system as set forth in Claim 24 wherein said consumer reaction recording receiver is adapted to receive visual image data of a consumer user's face from an electronic camera associated with said client device.
26.   The system as set forth in Claim 25 further comprising an analyzer for said received visual image data for indications of favorable, disfavorable, and  
15   indifferent reactions to said advertising message.
27.   The system as set forth in Claim 24 wherein said consumer reaction recording receiver is adapted for receiving audible recording data from a microphone associated with said client device.
28.   The system as set forth in Claim 27 further comprising an analyzer for said  
20   received audible recordings for indications of favorable, disfavorable, and indifferent reactions to said advertising message.

29. The system as set forth in Claim 27 further a group reaction collector for collecting and aggregating received recorded consumer user reactions for a plurality of consumer users for further analysis on a group or statistical basis.
30. The system as set forth in Claim 27 further comprising an advertising message selector for selecting advertising messages from a plurality of available advertising messages for transmission to a particular consumer user based upon a consumer user's preferences and a consumer user's historical reaction to previous advertising messages.
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